

Five Steps to Overcoming Rejection in Sales

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Source: SalesDoctors Magazine - <http://salesdoctors.com>. Visit the website for more business tips.

When you make an initial contact with someone, you may feel awkward, incompetent or just plain scared! It's very natural to feel some fear. Even top networkers sometimes experience the fear of meeting new people. To begin getting past your fear, ask yourself what you want to accomplish. When you meet people who might help you locate prospects or are prospects themselves, make it worthwhile. One successful networker offers these suggestions:

"When I first started networking, I was completely overwhelmed. I finally understood that it is part of the natural process of meeting new people. I could set a reasonable goal of talking to two new contacts and working up from that. Before you run, you have to crawl, then walk."

If you feel awkward, it is normal. Just don't set yourself up for failure. And, fortunately, there are preventive measures that you can take to stop the severe results of repeated rejection.

Use this exercise over the next 21 days (Remember it takes at least three weeks to form a good or bad habit). Any time you experience what you perceive as rejection, sit down in a quiet place as soon as possible and answer these five questions:

- Name of person who rejected me.
- Position of person.
- What did the person say to me? (Try to remember it word for word.)
- What would I rather have heard? (Be as positive as possible. Use words that motivate you.)
- What logical steps could I take to change this situation?